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February 9th, 2009

## Debra Valencia Lands Licensing Contract with Industry Leader Design Design

Press Release

SHARE

Los Angeles, California – Licensed artist Debra Valencia™ will be making her debut with Design Design in their March 2009 catalog.

Valencia's designs for three Thank You cards made the final cut for the spring supplemental catalog.

Designs themes include:

Floral Abstract Thank You features a feminine font, single magenta flower with flowing paisley-like leaves in shades of green and cyan

Circulo With Gratitude in khaki, brown and teal blue scheme with urban chic feel in tailored circles and stripes

Dot Grid Thx in robin's egg blue with white and espresso with abbreviated txt message instead of formal wording

Cards are full color, measure 3.875" high x 5" wide and will be sold as three separate boxed sets.

"Design Design's creative directors, Tom Vituj and Susan Birnbaum, are my dream team to work with" said Valencia. I look up to them as the tastemakers in greeting cards, stationery and partware.

Together, they have impeccable taste, trend insight and the company's contemporary line is a perfect fit with my design style".

Valencia is the brainchild behind California-based innovative stationery company Vida Valencia now licensed and distributed by Quadriga Art in New Jersey. Debra Valencia will be exhibiting for the first time as a licensed artist at Surtex in New York, from May 17-19, 2009. Her booth number is 2120 in Hall E, Level 1.

### About Debra Valencia

Educated as a graphic designer and earning the faculty award for most outstanding student, Valencia received a BFA with honors from the University of the Arts in Philadelphia. Her work has been featured in publications internationally such as Time, Interiors, HOW, Print, ID, Communication Arts, Identity, Abitare, Process Architecture, Giftware News, Gift & Decorative Accessories, Greetings Etc., Total Licensing, and a number of books including Women in Design 1900-2000. She has received numerous awards from the AIGA and other professional organizations, serves a part-time faculty member of Otis College of Art & Design in Los Angeles, lectured at major institutions and conferences nationwide. Valencia is member of the Greeting Card Association.

Valencia founded the contemporary stationery company, Vida Valencia, in 2006. The company features a variety of gift card packaging and convenient gift wrap. The Vida Valencia catalog of over 130 products is currently licensed to Quadriga Art. Valencia has additionally developed 200+ products including home office collections, stationery essentials, gift bags and journals for Quadriga Art. American Stationery is another licensing partner for 168 everyday invitations, notecards, mailing labels and stickers for personalized products.

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A McGraw-Hill Research study looking at 600 companies that advertised aggressively during the recession had **sales 256% higher** than those that did not continue to advertise.

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